

**Ref. No.: AUSFB/SEC/2025-26/224**

**Date: September 22, 2025**

**To,**

<b>National Stock Exchange of India Ltd.</b> Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East), Mumbai 400051, Maharashtra. <b>NSE Symbol: AUBANK</b>	<b>BSE Limited</b> Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400001, Maharashtra. <b>Scrip Code: 540611</b>
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**Dear Sir/Madam,**

**Sub: AU Small Finance Bank enters into strategic partnership to launch Co-branded Retail Credit & Prepaid Cards with Zaggie Prepaid Ocean Services Limited.**

**Ref: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”)**

We are pleased to inform that AU Small Finance Bank Limited (“the Bank”) has entered into a strategic partnership with Zaggie Prepaid Ocean Services Limited, India’s leading spend management company. The alliance aims to launch co-branded retail credit and prepaid cards program, equipped with a unique Third-Party Application Provider (TPAP) integration and a personalized recommendation engine.

With this partnership, AU Small Finance Bank and Zaggie have launched a retail credit card focused on smart spending, easy rewards, and tech-enabled convenience. The partnership will also introduce a commercial credit card portfolio, combining AU SFB’s underwriting expertise with Zaggie’s enterprise reach.

The partnership also introduces a co-branded prepaid card program tailored for corporate clients, integrated with Zaggie’s Zatic platform for real-time expense management. This program offers tax-saving benefits across fuel, meals, and gifts, all seamlessly managed through the Zaggie mobile app.

The press release on the aforesaid is enclosed herewith.

In compliance with Regulation 46 of the Listing Regulations, the information is being hosted on the Bank’s website at [www.aubank.in](http://www.aubank.in).

This is for your information and records.

Thanking You,

Yours faithfully,

**For AU SMALL FINANCE BANK LIMITED**

**Manmohan Parnami**

**Company Secretary and Compliance Officer**

**Membership No.: F9999**

[investorrelations@aubank.in](mailto:investorrelations@aubank.in)

**Registered Office**

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For Immediate Release:

## **AU Small Finance Bank and Zaggle enter into strategic partnership to launch Co-branded Retail Credit & Prepaid Cards**

**Mumbai, September 22, 2025** – AU Small Finance Bank (AU SFB), India’s largest small finance bank and the first in a decade to receive the *in-principle* approval for transitioning into a Universal Bank, today announced a strategic partnership with Zaggle Prepaid Ocean Services Limited, India’s leading spend management company. The alliance aims to launch co-branded retail credit and prepaid cards program, equipped with a unique Third-Party Application Provider (TPAP) integration and a personalized recommendation engine.

The new retail credit card is designed to give customers more value through smart spending tips, easy-to-earn rewards and seamless, tech-enabled experiences, making everyday spending more rewarding and effortless.

Beyond the retail credit card launch, AU SFB and Zaggle will broaden their partnership to develop a comprehensive commercial credit card portfolio. AU SFB will leverage its underwriting expertise, while Zaggle will utilize its extensive enterprise network to onboard eligible corporate customers. These customers will gain access to Zatix, Zaggle’s centralized SaaS platform that provides real-time visibility, complete control and actionable insights into corporate spending.

The partnership also includes a co-branded prepaid card program for corporate customers, supporting tax-saving benefits through multiple wallets across categories like fuels, meals and gifts. With this program, corporates can manage expenses & reimbursement tracking and access support through the Zaggle mobile app. The idea is to empower both AU SFB and its corporate customers to efficiently manage and scale their commercial card programs.

*“We are excited to partner with AU Bank to foray into Retail Credit Card business. The partnership is meant to deliver innovative, technology-led payment solutions that cater to both retail and corporate customers,” said **Dr. Raj P Narayanam, Founder & Executive Chairman, Zaggle.** “With integrated platforms like Zatix and SAVE, we’re empowering businesses with greater spend visibility, enhanced compliance and improved operational efficiency across all functions.”*

**Mr. Sanjay Agarwal, Founder, MD & CEO, AU Small Finance Bank** said, *“This partnership aligns perfectly with our vision of empowering both businesses and consumers through smarter, more efficient financial solutions. Zaggle’s strong SaaS capabilities and extensive enterprise network complement our credit offerings, and we look forward to scaling this collaboration to new heights.”*

In addition, Zaggle will introduce AU SFB with its southern regional corporate/connect as primary banking franchise. With this multi-phase rollout, Zaggle and AU SFB are poised to deliver a powerful suite of financial products and platforms, tailored for India’s dynamic consumer and corporate ecosystem.

### **Key Highlights:**

- Retail Credit Cards with TPAP integration and AI-powered recommendation engine
- Corporate Credit Cards supported by Zaggle’s enterprise acquisition and Zatix SaaS platform
- Multi-Wallet Prepaid Cards for tax savings, fully managed via the Zaggle app
- Zaggle SAVE to automate employee expense reporting and reimbursements



## About AU Small Finance Bank

AU Small Finance Bank Limited (AU SFB) is a Scheduled Commercial Bank and has established itself as India's largest Small Finance Bank since commencing its banking journey in April 2017. Founded in 1996 by Mr. Sanjay Agarwal, a first-generation entrepreneur, AU enters its 30th year of operations with a legacy of deep-rooted "Dharma" of customer centric service—having built, over three decades including more than eight years as a bank, a sustainable and inclusive financial institution that empowers underserved and under-reached communities through a robust retail banking model. AU has received an *in-principle approval* from the Reserve Bank of India (RBI) to transition to a Universal Bank.

With deep customer insight across India, AU provides comprehensive banking solutions across deposits, loans, credit cards, premium banking, remittance services, merchant solutions, insurance, and investments. As a tech-led bank, AU offers differentiated digital experiences through innovations like 24x7 video banking, WhatsApp Banking, Chatbots, UPI QRs, merchant lending, and its award-winning AU 0101 app.

AU SFB's wide network of over 2,505 banking touchpoints across 21 States and 4 Union Territories enables service to 1.16 crore customers, powered by a workforce of 53,000+ employees. As on 30<sup>th</sup> Jun'25, Bank has a Shareholders Funds of ₹17,800 Crore, Deposit base of ₹1,27,696 Crore, Total Loan Portfolio of ₹1,17,624 Crore and a Balance sheet size of ₹1.60 Lac Crore+.

AU SFB is listed on NSE and BSE and is rated 'AA/Stable' by CRISIL Ratings, ICRA Ltd., CARE Ratings, and India Ratings. Its Fixed Deposits carry an 'AA+/Stable' rating from CRISIL Ratings, reflecting its financial strength and investor trust.

For more details, visit: [www.aubank.in](http://www.aubank.in) | [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Instagram](#)

## About Zaggle

Founded in 2011, Zaggle (BSE: 543985 & NSE: ZAGGLE) is a leading player in spend management, offering a differentiated value proposition with a diversified user base. Operating within the business-to-business-to-customer (B2B2C) segment, Zaggle stands out as one of the few companies with a comprehensive range of financial technology products and services. Zaggle is one of India's top issuers of prepaid cards, collaborating with 16 banking partners to drive its card offerings. The company also boasts a diverse portfolio of SaaS products and an extensive network of touchpoints.

As of June 30, 2025, Zaggle has issued over 50 million prepaid cards, serves more than 3,500 corporate enterprise clients, and supports a user base exceeding 3.3 million. With a robust corporate client base spanning various industries, including banking and finance, technology, healthcare, manufacturing, FMCG, infrastructure and automobiles, Zaggle is well-positioned as a leading player in the spend management sector.

For more information, please visit the company website [www.zaggle.in](http://www.zaggle.in) or follow us on LinkedIn [www.linkedin.com/company/zaggleapp/](https://www.linkedin.com/company/zaggleapp/)

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